

## 2012 APEX AWARDS ENTRY FORM

### THE OBJECTIVES OF APEX

APEX aims to:

- 1 Demonstrate that the purpose of communications campaigns is to contribute to business success:
  - *Only by being seen as a justified economic activity do we, both agencies and marketers, deserve our place in business;*

- 2 Encourage the best practices in creating and placing effective campaigns:
  - *Successful APEX entries demonstrate how successful brand strategies are conceived, creatively executed and placed in the media;*

Note: APEX encourages, in particular, strategic and creativeness that has been developed locally in South Africa and the broader Africa continent.

- 3 Promote best practices in integrated marketing communications:
  - *Good marketing is when advertising and other types of marketing expenditure work together to mutual enhancement. APEX is not just an award for 'advertising' as defined in the strict, classical, textbook sense – it is an award for the campaign that best demonstrates just how effectively "paid for marketing communication" works;*
- 4 Ensure the future of the communication and advertising profession by becoming accountable:
  - *If the very reason for advertising is being challenged more and more by the business world, if more and more money is being invested in other than paid for marketing communication, then a great responsibility rests on the communication and advertising profession to educate the business world as to how effective campaigns add value to business financially.*

- *APEX can be used by Agencies and Marketers to demonstrate accountability and to prove that a relevant communication mix: advertising, packaging, direct marketing, sales promotion public relations and sponsorship excluding the effects of other key but non-communications elements such as formulation, price, distribution, overall market growth, seasonality or competitive activity (or lack of it) can be responsible for a brand's achievement.*
- 5 Encourage the production and execution of communications campaigns that add value beyond sales:
- *Accountability = Results, whether in terms of a pure commercial objectives or whether a campaign aims to have a significant impact on audience knowledge or attitudes. Agencies and Marketers have to stay relevant, not only to the business community, but also to Government and other public service institutions that need to educate or develop mass audiences in South Africa's multicultural society.*
- 6 Accumulate a databank of case history material:  
*Winning case studies are recorded in the APEX case study books in order to maximize the sharing of learning across the advertising and communications profession.*

## THE STRUCTURE OF APEX

There three APEX categories into which entrants may submit entries – they are:

1. LAUNCH – for brands or services that are less than 12 months old with no significant history of advertising.
2. CHANGE – for new campaigns from previously advertised brands, which resulted in significant short-term effects on sales and/or behavior – short-term being within a period of no more than 18 months.
3. SUSTAIN – for campaigns that benefited a business by maintaining or strengthening a brand over a long period, i.e. 36 months.

APEX winners are awarded Gold, Silver and Bronze prizes in each category. In addition, two Special awards may be awarded by the Judges from the submissions entered into the Launch, Change or Sustain categories – they are for:

- The entry that demonstrates the most ingenious response to limited advertising or research funds;
- The most successful submission for non-profit or charity organisation or cause

To allow for consistency of standards across categories, judges may award as many or as few Gold, Silver and Bronze awards as they see fit. An overall Grand Prix *may* be awarded from the Gold award winners - this, when the Judges feel that one entry is worthy of such an accolade.

## TEN TIPS FOR WRITING A WINNING APEX ENTRY

Your communications campaign may have been spectacularly effective, but if your entry isn't as good as your campaign, it will not win an APEX award. The following are ten tried and tested guidelines on how to make your entry stand out.

### TIP 1: **FAMILIARISE YOURSELF WITH PREVIOUS WINNERS**

It will be of great benefit to you to look at previously published papers. It is always good to learn how others have been successful – or learn from their mistakes. The APEX Case Study books contain the case studies of all previous APEX winners – these can be ordered from the ACA via: email to [apex@aaaltd.co.za](mailto:apex@aaaltd.co.za).

### TIP 2: **START EARLY**

Writing an APEX case study is, as much as anything, a question of planning. Approach it as a project with clear timing deadlines and goals.

### TIP 3: **CONSIDER ALL EFFECTS**

One evolutionary step which has been adopted from the IPA Effectiveness Awards is to invite cases that investigate the various ways in which communications campaigns can contribute to profitability and add value beyond sales. These campaigns have the power across multiple and sometimes indirect target audiences; i.e. it can inspire marketers (clients) and improve employee morale at times of change, it can build trust and respect among trade partners and suppliers, it can create goodwill amongst governments and legislators, it can have an impact on stock performance.

When compiling your submission, try to solidify the case you make for your campaign's effects by thinking in terms of the bigger picture. It is the cases that look at sales and explore the widest range of ways in which value was added, that really generate the biggest return on investment.

**TIP 4: DATA FIRST**

The basis of any good paper is data. Good data, good paper. Bad, inconclusive or missing data, bad paper. Understanding your data and having good links with those that produce it and good manipulation of it, is core to best practice in the study of effectiveness. In the development of a well-written case, it is crucial. Success, however, relies more on intelligent and even ingenious use of data to build a coherent argument, than the data itself. Data can be disguised (e.g. by indexing), as long as the argument is still made. It is however appreciated that companies may not wish to divulge information on profits or margins, except in the most general terms.

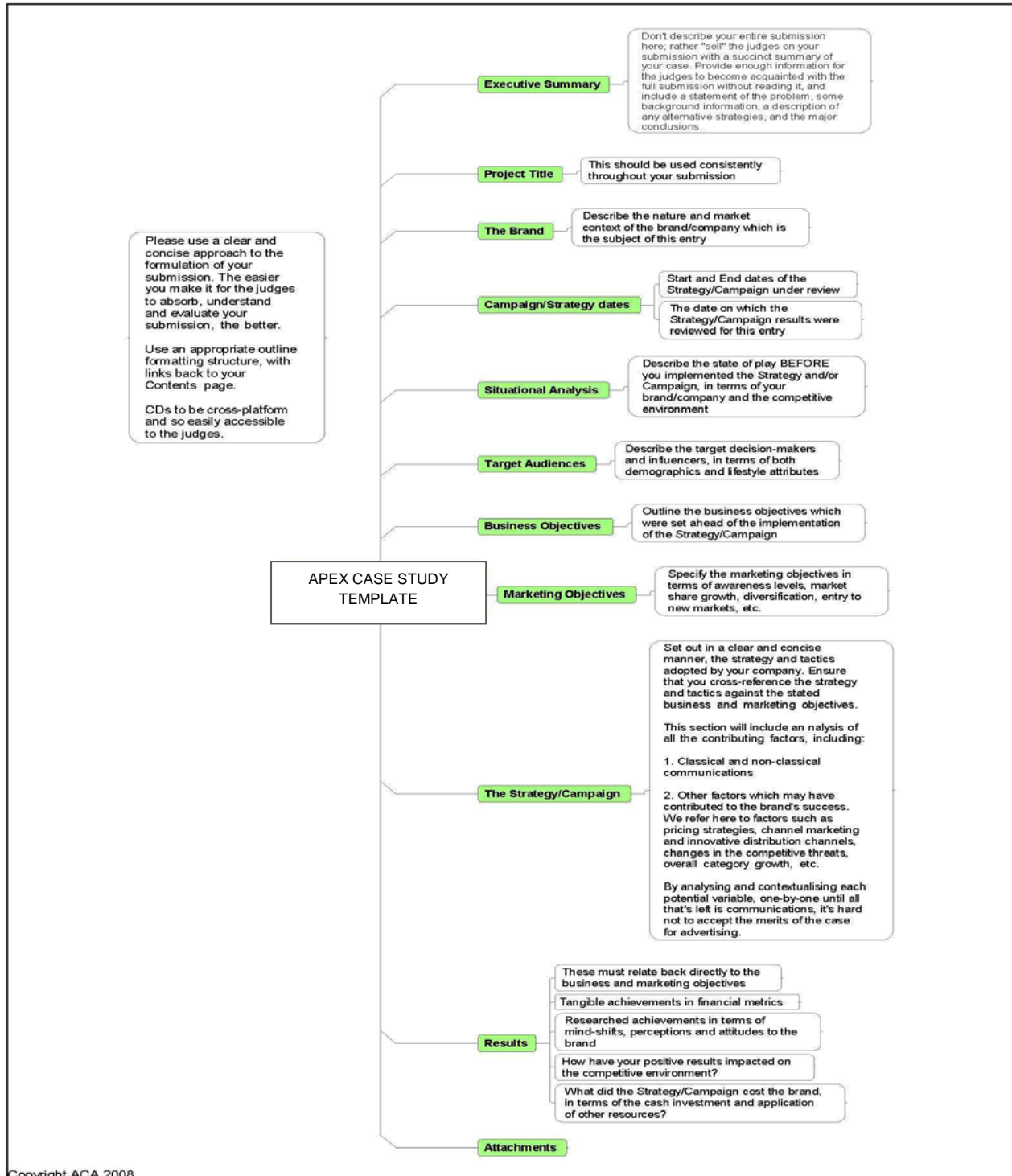
For more information on the importance of research and statistical data, refer to Tip 8.

**TIP 5: CLARITY AND STYLE**

Judges appreciate well-written papers. Good papers have a clear structure and signposts. Stick to the facts, keep your case focused and interesting and integrate the diagrams, tables and examples of creative work into the text to allow the argument to flow without interruption. A snappy title that encapsulates the case can be very effective. The Executive Summary is your opportunity to hook the reader by exciting them with the implications of your case for the market or the economy at large. Summarize the success of your campaign up-front with a simple statement of the Return on Investment (ROI) that it has achieved.

*Hint: A short (and genuine!) testimonial from the most senior marketer (client) responsible for marketing can also be a good opening gambit.*

The following structure for the **case study** is recommended:



## TIP 6: **ISOLATE THE EFFECTS OF YOUR MARKETING COMMUNICATIONS**

Although significant improvement was shown in recent years, the most consistent criticism voiced by APEX judges over the years is that entries, on the whole, do not make enough effort to eliminate the effects of factors other than marketing communications.

Entries are often good two thirds of the way; some even outstanding in terms of strategy. However, when it gets to the most important part – convincing judges that it was the marketing communications that caused the results – the entry fails.

An important way of isolating the effect of marketing communications is to systematically eliminate other factors by putting yourself in the shoes of critical judges and asking yourself questions like these, where applicable:

- What was the impact of pricing policy or pack size on the perceived value of my brand? Did it, for instance, remain consistent (i.e. is this a marketing or marketing communications impact?)
- If the marketing communication budget increase was significant, wouldn't this automatically increase volume of sales?
- Was the impact on sales the result of the marketing communication or merely the impact of novelty on trial, or a lot of editorial coverage?
- What was the impact of line extensions on volume/sales?
- How do my results compare with those of my competitors in the marketplace?
- What was the impact of socio-economic or other 'contextual' factors on brand consumption/sales compared to competitors, i.e. significant passenger airline increase due to campaign or to general tourism increase?
- How did the distribution strategy impact on sales?

**TIP 7: PROVIDE “RATIOS OF EFFICIENCY”**

Effectiveness should not only measure result irrespective of input, be that input media weight or copy effectiveness in the minds of audiences. It should also include efficiency which, according to the Oxford Wordfinder, means to be “productive with minimum waste of effort”.

Efficiency is therefore really a ratio of worth. Entrants should look at all facets of advertising, including budget, measured against results, in order to provide ratios of efficiency. Do not simply think in terms of quantum of effectiveness by supplying a variety of hard and soft data to prove that “communications campaigns work”.

Separate generalised effects (we did that and achieved this) from specific effects relative to your strategy (we spent the same, changed the copy, or changed our media development etc. and achieved this). Focusing on efficiency provides more insight into the body knowledge of communications campaigns’ worth, commercially.

**TIP 8: STRIVE TO PROVIDE MORE RESEARCH OR STATISTICAL EVIDENCE TO SUPPORT EFFECTIVENESS**

In the past, judges criticized the lack of research to support claims of effectiveness in general. This does not mean that we all need to be scientists, but a little more vigorous and objective substantiation of results can be tremendously convincing.

For example, look for tests of significance before claims of “significant differences” in results are made. Even though you may be able to prove a definite “connection” between your campaign and results, it does not necessarily mean the difference in results were significant. Entrants may benefit from the option to get an independent expert to evaluate all statistical data.

Think in terms of models or quasi-experimental designs in which you keep certain variables stable or eliminate contaminating variables (i.e. those that can interfere with the effects of the marketing communication). If possible, look at some kind of test versus control structure, planned or fortuitous. We realise that tests or models are never perfect, but as long as you show an awareness of possible contaminating factors, you convince judges of your credibility, as opposed to what is sometimes perceived as “subjective waffle”.

Econometric analysis can be used with great success. It is a tool for exploring the relationship of different variables, i.e. the impact of ad spend on market share and it being increasingly used by marketers, audit and research companies. If used well, it is a very convincing tool for proving effectiveness and simultaneously removing contaminating variables. The guidance of econometric experts is advised. All the same, maintain the balance. Econometrics, models and statistics are not substitutes for presenting the data clearly and discussing it in a way in which non-statisticians can follow.

**TIP 9:           MARKETER (CLIENT) AND AGENCY SHOULD WORK AS PARTNERS WHEN  
                          COMPILING AN APEX SUBMISSION**

Marketers (Clients) and Agencies should work hand in hand compiling an APEX submission from the start. This will ensure access to data and support with time and resources. Past winners have all seen that a clear agreement and understanding of how teamwork improved their client/agency relationships when compiling their APEX submissions, not simply with the marketing contacts, but through clients’ organizations in general.

**TIP 10:         READ**

Read and re-read all the APEX related documents published on the ACA website including this entire document because it clearly outlines what is expected from a winning entry and follow all the submission guidelines to avoid disqualification.

## ISOLATING COMMUNICATIONS CAMPAIGNS' CONTRIBUTION

To win an APEX, you will have to isolate the particular contribution made by your campaign and make a convincing case for its value as an investment. This is often a difficult task: the nature of the difficulty varies somewhat between the three categories.

### Category 1 - LAUNCH

#### ***Products or services which are new, or have no significant history of advertising***

It has been traditionally recognized that the effects of communications campaigns can be at their most powerful and dramatic when launching a new product (or when advertising a product for the first time). It is in these cases that communications campaigns can make people aware of a new product or brand, and give them 'new news' which makes them want to try it and speed up the process by which it becomes part of their lives. However, it is also (paradoxically) a situation in which it can be very difficult to prove the effectiveness of communications campaigns. The reason was given succinctly many years ago by Stephen King: "Sales of a new product have nowhere to go but up."

The fact of a successful new product launch does not necessarily prove that the campaign was effective. A good enough new product, pack or concept with good enough distribution will achieve certain levels of success without any communications campaign.

The difficult question to answer is: what level of success would have been achieved without the campaign?

Successful entries in this category will make a particular effort to isolate the campaign's effect, for example:

- Unadvertised areas can provide a useful control, but do not often exist.

- There may be evidence in examining the precise timing of the campaign and its effect on rate of sale.
- The judges will also be interested in cases where the campaign can be seen to have directed the products towards a very particular target market or created a type of appeal to the consumer which was not already obvious in the product itself.
- Comparisons with other new product launches in the same product field can also provide a useful benchmark.

It is sometimes the case that new products are initially successful by gaining trial, but fail to establish a pattern of repeat purchase. It would be interesting to see cases where the execution of communications campaigns not only gained initial interest and trial, but laid the foundations for longer term brand success by creating a distinctive positioning or an emotional bond with the consumer.

## Category 2 - CHANGE

### ***New communications campaigns from previously advertised brands, which resulted in significant short term effects on sales or behaviour***

A change of campaign can also lead to significant short term changes in the fortunes of a brand as with the case of new products. The onus is on the author to show that the increase in sales (or whatever) was caused, at least in part, by the communications campaign and that it was not simply a result of the new formula, the hot weather or the main competitor on strike.

To isolate the campaign's effect, all such other possible factors need to be reviewed as shown to be insufficient to have, in themselves, caused the observed results.

Econometrics analysis is a useful tool for exploring the relationship of different variables, particularly in complicated situations. Econometrics is best used to confirm hypotheses which come from visual inspection of the data. Do not use it as a black box which conclusions have to be taken on trust. If you do use econometrics, include enough statistical detail for a technical evaluation of the model to be made.

The other main possibility for isolating the communications campaign's effect is to look at some kind of test versus control structure, either planned or fortuitous. Tests are of course, never perfect and you should show an awareness of any contaminating factors.

What is not acceptable is to show as evidence of effectiveness differences in behaviour or attitude between those who are aware and those who are unaware of the campaign. A correlation nearly always exists because buyers of a brand are generally more aware of its advertising. It does not prove that the campaign did anything to cause them to buy it.

In addition, submitted cases will be greatly strengthened by corroborative evidence of 'how' the campaign worked, using intermediate measures such as advertising recall, brand image studies and not least, qualitative research. All of this is important to build up a coherent and plausible argument. However, remember that APEX is about the business contribution of communications campaigns. Image improvements, however spectacular, will not be enough on their own unless you can explain convincingly why they benefited the client's business.

### Category 3 - SUSTAIN

***Communications campaigns which benefited a business by maintaining or strengthening a brand over a longer period***

There is still much to learn about communications campaign's long-term effects. Although everyone is usually delighted when a campaign shows dramatic short-term results, the more common justification for communications campaigns is the long term projection and consolidation of a brand's profitability. That is why effectiveness judges, the world over, constantly encourage more category 3 entries.

Traditionally, this has been the hardest kind of situation in which to demonstrate, let alone put a precise value to the effects of communications campaigns.

The author needs to show the 'longer and broader effects' of the campaign. You may for instance, decide to take a shift in perspective away from purely longitudinal analysis ('we did this – this happened') to a focus on the competitive strength of the brand as the result to be explained. A successful brand will exhibit: customer loyalty; a price premium or lower price elasticity; ability to launch new products; standing with the retailer; more productive promotions; resistance to competitive pressure; in general greater 'saleability'. Cases should first establish these strengths, then ask: 'How were they caused? Could the brand have achieved this added value without the campaign?'

The campaign described must have been written and placed in the media within three years of the date of submission, although it may have commenced earlier. It will often be more difficult to put a precise value on the contribution of communications campaigns in this category but the ultimate benefit to the marketer (client) will normally be in terms of the long-term profitability of the brand.

## SPECIAL AWARDS

***These are awards selected by the Judges from submissions in the Launch, Change or Sustain categories and are at the sole discretion of the Judges.***

### **1. THE ENTRY THAT DEMONSTRATES THE MOST INGENIOUS RESPONSE TO LIMITED BUDGET**

Neither successful communications campaigns nor the ability to argue its effectiveness, necessarily require huge budgets. It is often when a budget is very limited that you have to think harder to make it work for you. Judges wish to encourage entries from campaigns which have had to make ingenious use of limited funds and will be aware of the difficulties which this can cause.

### **2. THE BEST ENTRY FOR A NON-PROFIT OR CHARITY ORGANISATION OR CAUSE**

## A NOTE TO MARKETERS

As marketers, we expect agencies to account for results and to provide us with value for our money in an environment that gets tougher by the day.

APEX champions greater accountability on the part of agencies by rewarding communications campaigns that work. Successful entries systematically provide evidence of the effectiveness of our marketing communications as opposed to the effects of other non-communication variables. An APEX case study is an effectiveness paper and will be of invaluable use within a marketer's own organization. The evidence suggests that if a marketer and agency form a team to produce a paper, it has a very beneficial effect on their working relationship.

Writing an effectiveness case study often means the asking of questions that aren't normally asked. And, finding answers to that which involves important analyses, measures understanding of the dynamics of one of the company's most important assets – its brand.

A completed APEX case study can be used to vindicate the key role that marketing plays in the company and to validate the investment in communications to the company's Board of Directors and Shareholders.

Winning an APEX can increase the attractiveness of the company or brand to new recruits.

If there are concerns regarding confidentiality, please note the following:

- All judges sign a confidentiality agreement.
- Marketing activity is by its nature in the public domain and even the thinking behind it is history after a year or two. The usefulness of data to others can be significantly disguised by selective presentation and masking (e.g. indexing). Much basic market data (Nielsen, etc) is likely to be available to major competitors anyway because it is syndicated.

- Bear in mind that the information or data contained in APEX submissions is usually at least a year or more out of date by the times it is published in any format. For example, case study entered for APEX 2010, will likely relate to campaigns that ran in 2008 or 2009.
- It is also true that most qualitative research findings about consumer attitudes and behaviour or reactions to communications campaigns in a given market will be revealed to competitors in their own group discussions.

Entering APEX will be a rewarding experience to both marketers and agencies because it will enhance their reputations and create an excellent showcase opportunity for both the company and the brand. Apart from the publication of winning case studies in the ACA's APEX Case Study books, the chances are excellent that these case studies will also compete in the international arena.

There are no known cases of any competitive disadvantage resulting from publication.

In closing, whilst APEX is not about creativity as such – effectiveness is in no way positioned against creativeness. In fact, inasmuch as marketers believe effective communications campaigns are creative campaigns, it is incumbent to encourage your agencies which have won creative prizes to put the real seal on their advertisement by demonstrating how the campaign added value to your brand and achieved a return on investment for you as marketer. After all, that is what business of communications should be all about!

## ENTRY RULES

1. Submissions must be entered via the ACA website **and** one CD / DVD Master Copy must be submitted to the ACA offices **in the correct format per the submission guidelines**. All material is non-returnable and must be submitted to the ACA by no later than 12H00 on Monday, 30 January 2012.
2. APEX is only open for entry to ACA member agencies. The entry fee per submission is R1,650 excluding VAT.
3. Each entry delivered to the must include the following documents:
  - The '**Permission to Publish Form**' completed in full and signed off as required
  - A **press release** of no more than 750 words for publishing should the entry win an award
  - A **caption for publishing**, of no more than 250 words summarizing the entire campaign and its results
  - **Proof of payment** of the entry fee - payments can be made by EFT, direct deposit or cheques made out to The Association for Communication & Advertising. Banking details are as follows:

Account Name: The Association for Communication & Advertising  
Bank: Standard Bank  
Account Number: 023064404  
Branch: Sandton City  
Branch Code: 018105

**The ACA regrets that there will be no refunds after the closing date or for disqualified entries.**

4. The number of words per entry must not exceed 5,000 (five thousand) excluding charts and tables. See the recommended case study template.
5. Entries may be submitted by a team from the agency or by an individual. However, the principal agency authors must be nominated for each entry, along with the marketer (client) with the main responsibility for the advertising. Acknowledgement of any significant contribution by people or organizations not part of the agency, such as specialists or consultants, must be included.
6. Each entry must be made with the written permission of both the agency's Chief Executive and Senior Client Executive responsible for the product or service on the accompanying authority form.
7. APEX places an exceptionally high premium on strategic and creative effectiveness that has been developed locally. Entries from African networks are encouraged. If international campaigns are entered, judges will pay particular attention to how the strategy was adapted and implemented locally for the entry to be a contender at all.
8. Entries must be original, though parts of the material included may have been previously published.
9. If previous APEX winners are re-entered, judges will be looking for stronger argumentation and/or evidence of effectiveness to prove effectiveness.
10. No award in a category or special prize will be awarded if, in the opinion of the judges, the standard of entries was not sufficiently high.
11. The campaign must have been written and placed in the media within three years of the date of submission, though it may have commenced earlier.

12. The judge's decision is final and no correspondence will be entered into. Any agency and/or Marketer represented on the judging panel may enter. However that agency representative and/or Marketer will not take part in the decision on any entries from their organisation.
13. The ACA may publish winning papers in complete and/or summary form, with due credit to the entrants. If an agency entering APEX does not have the copyright on all material/information used in the entry, it must obtain the necessary permission in order that the ACA can publish the entry in complete or summary form, in physical and/or electronic format. All entrants are therefore required to complete the Permission to Publish form in full – this form is attached to the Entry Form. Cases submitted for APEX may be published subsequently by their authors with acknowledgement to the ACA and APEX.

*Those Marketers who are concerned about confidentiality, please refer to the Note to Clients section.*

14. ACA members are polled to ensure that the selection of judges represent – as widely as possible – the industry at large. Judges have an understanding that sensitivity may exist regarding the submission of certain data at the time of entry and will be required to sign confidentiality agreements. Agencies are not allowed to submit entries on condition that one or more judges be eliminated from judging the entry.
15. A presentation of selected entries may be requested from the authors at an open seminar or workshop.
16. The entrants, as well as his/her client will receive invitations to attend the annual APEX gala event and awards ceremony, irrespective of whether the entrant is a prizewinner or not.
17. In line with international best practice, advertisements and/or campaigns that have been ruled against by the ASA or any Regulatory or Self-regulatory and/or similar international body will be automatically disqualified for entry into APEX.



## 2012 APEX AWARDS ENTRY FORM

**Please print, complete in full (use block/capital letters please) and submit with each entry.**

Name(s) of Principal Author(s): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name(s) of team member(s) contributing to the entry:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Agency Name:

\_\_\_\_\_

Name of Agency Chief Executive:

\_\_\_\_\_

Signature of Agency Chief Executive:

\_\_\_\_\_

Company Name of Marketer (Client):

\_\_\_\_\_

Name of approving Marketer (Client):

\_\_\_\_\_

Signature of approving Marketer (Client):

\_\_\_\_\_

Title of submission:

\_\_\_\_\_

I, the undersigned - duly authorized, hereby declare that I read and accept the entry rules and conditions of the 2012 APEX awards.

Signed on this day the \_\_\_\_\_ of the month \_\_\_\_\_ in the year \_\_\_\_\_

Full Name and Surname:

\_\_\_\_\_

Designation:

\_\_\_\_\_

Signature:

\_\_\_\_\_



# APEX 2012 PAYMENT INSTRUCTIONS

## Payment Instructions:

1. For a single payment for multiple campaigns, please attach a letter listing each campaign (Agency Name, Entry Title, i.e. Campaign Title and Brand Name).
2. The cost for each entry submitted is R1,650 (excluding VAT)
3. Please make cheques payable to: The Association for Communication and Advertising Limited
4. Direct deposits or EFT payments can be made as follows:

Account Name:	Association for Communication & Advertising Limited
Bank:	Standard Bank
Branch Name:	Sandton City
Account Number:	023064404
Branch Code:	018105
Reference:	APEX 2012

## Payment Details:

Amount enclosed: \_\_\_\_\_

Number of entries for this payment: \_\_\_\_\_

Title(s) of submission(s) paid for: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## APEX 2012 DELIVERY INSTRUCTIONS

Entries are to be submitted via the ACA website **and** to the ACA per the Submission Guidelines at the following addresses:

ACA Website Address: [www.acasa.co.za](http://www.acasa.co.za)

Postal Address: The Association for Communication & Advertising  
APEX Awards  
PO Box 2302  
Parklands  
2121

Physical Address: The Association for Communication & Advertising  
1<sup>st</sup> Floor Bond Street Centre  
Corner of Bram Fischer Drive & Bond Street  
Kensington B  
Randburg

**Please Note:**

1. Use a reliable courier service.
2. The closing date is 12H00 on the 30<sup>th</sup> of January 2012. No late entries will be allowed.
3. If you post your entry, your submission must be received by the ACA on or before the morning of the closing date.



## APEX 2012 PERMISSION TO PUBLISH FORM

I, the undersigned, warrant that I am/represent the entrant and I am duly authorized to and hereby give my permission to publish the material entered for APEX as detailed below, in physical or electronic format by and on behalf of the Association for Communication and Advertising.

Full Name and Surname: \_\_\_\_\_

Designation: \_\_\_\_\_

Company Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Campaign Name: \_\_\_\_\_

Agency Name: \_\_\_\_\_

Description of Material: \_\_\_\_\_

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The entrant warrants that:

1. It holds copyright in all the material contained in the entry and for the material contained in the entry in which the entrant does not hold copyright or of which the entrant is not the registered proprietor of the registered trade mark.

**Please attach hereto the permission of the holders of the copyright or the registered proprietor of the registered trade mark for the use of the material/trade mark.**

2. The Client has given permission for the entry and all material and/or data contained in the entry.
3. The entrant hereby indemnifies the Association for Communication and Advertising for any liability of whatever nature in respect of any material submitted and/or published for APEX.

Signed on this day the \_\_\_\_\_ of the month \_\_\_\_\_ in the year 20\_\_\_\_\_

Name and Surname: \_\_\_\_\_

Designation: \_\_\_\_\_

Agency Name: \_\_\_\_\_